

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01450 171449Z

61

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 048058

R 171428Z MAR 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
AMEMBASSY LONDON
INFO SECSTATE WASHDC 7056
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 1450

USODC FOR BIC/OIM/NORDIC

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: STC EVENTS: FY-77 SCHEDULE: ELECTRONIC COMPONENTS AND
PRODUCTION/TEST EQUIPMENT

REF: (1) 75 USDOC 13605, (2) 75 STOCKHOLM A-281, (3) 75 STOCKHOLM
5957, (4) 75 STOCKHOLM A-135

1. STC UNDER IMPRESSION BOTH FROM MRO DISCUSSIONS IN
USDOC LAST AUGUST AND PARA 3A OF REF 1 THAT COMPONENTS
AND EIPT THEMES TO BE COMBINED FOR MARKET RESEARCH. STC
BELIEVES THIS IS LOGICAL MOVE AND WISHES REEMPHASIZE
SUPPORT FOR COMBINED THEME EVENT DURING FY-77.

2. ON BASIS OF PREVIOUS SHOW EXPERIENCES, STC HAS
PREVIOUSLY RECOMMENDED COMBINED THEMES (A) IN FINAL
REPORT FOR LAST COMPONENTS SHOW (REF 2, ENCLOSURE 4,
SECTION 4) AND (B) REF 3 PARA 5; RESERVATIONS ALSO VOICED
RE ANOTHER MAJOR SHOW ON EIPT THEME (REF 4,
ENCLOSURE A). WE CONTINUE PUSH IDEA OF COMBINING
THEMES AS MOST LOGICAL WAY TO FILL HALL WITH EXHIBITORS
AND BROADEN TARGET UNIVERSE IN SCANDINAVIA.

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3. WE UNDERSTAND THIS THEME CURRENTLY BEING VIEWED AS

TANDEM WITH LONDON TRADE CENTER SO WOULD APPRECIATE LTC
VIEWS.
JOHNSON

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NNN

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